

First Thing First – Public Affairs Tactics: February 2010 and On-going

Tactic	Timeline	Assigned Staff	Role of Regional Councils	Role of Regional Coordinator	Tools
STATEWIDE					
Executive Director Community Visits	Beginning mid-March	Recommend: Regional Area Outreach Coordinator* FTF Communications and Government Relations, with assistance from Moses Anshell Executive Director	Participate in visits, as schedules allow.	Support to outreach staff.	Talking Points Leave-behind materials, as appropriate.
Prop. 203 Supporter Check In	On-going	FTF Communications with assistance from Moses Anshell Executive Director and Board	None	None	Power Point Talking Points Leave-behind materials, as appropriate.
Policymaker Outreach	On-going	FTF Government Relations with assistance from Moses Anshell	Participate in meetings with policymakers, as appropriate.	Participate in meetings with policymakers, as appropriate.	Leave-behind materials, as appropriate.

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		Executive Director			
Earned Media	On-going	Recommend: Regional Area Outreach Coordinator to assist with localizing stories.	Assist with storybanking.	Assist with localizing stories identified for earned media opportunities and securing local coverage.	Storybanking
		FTF Communications			
Social Media	February 18	FTF Communications			
REGIONAL					
Community Outreach Presentations	February 12	Recommend: Regional Area Outreach Coordinator to schedule presentations, prepare materials, etc. *	Assist with prioritizing groups to receive presentations. Present at scheduled presentations.	Assist with prioritizing groups to receive presentations. Present at scheduled presentations.	Power Point Talking Points Palm Cards Storybanking Training
Parent Education Materials	Late March	Recommend: Regional Area Outreach Coordinator to assist with coordination and distribution *	Determine materials appropriate for region.	Determine materials appropriate for region. Assist, as needed, with outreach coordination.	Menu of available materials

* In order for us to be successful in carrying out these tactics, additional staffing resources are required. Regional councils have allocated funding for communications in their 2010 funding plans that has been on hold. In addition, councils have unexpected unexpended revenues in 2010 that can be applied to various purposes, as you heard earlier.

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To carry out the community outreach presentations and the Born Learning support for parent education, we recommend that the councils in each regional area pool their resources so that, through our statewide consultant, we can hire individuals in the regional areas to assist in these efforts.

Those individuals would coordinate with the FTF Communications Office and our consultants to ensure consistency in our efforts throughout the state. They would be working closely with you to identify groups for the community outreach portion, as well as assist with the implementation of any Born Learning materials that you identify. A proposed scope of work for the position is included in the materials we have provided today.

Should this be a direction that regional councils want to take, we recognize that our tribal regional councils may not have the resources for the staffing help. In that case, FTF Communications will fund one position to assist all the tribal regional councils.